



# Social Media Marketing

How to Get Followers on  
Facebook and Instagram

# Introduction

Social media platforms, like Facebook and Instagram, are powerful tools for individuals and businesses alike to establish a brand, connect with customers, and create a community. This guide will help you through the process of attracting and growing your follower base on these platforms.





# Understanding the Platforms

Facebook and Instagram, while owned by the same company, have distinct features and user bases.

**Facebook** is a versatile platform that supports text, images, video, live streaming, and a multitude of interactive features. It has a more diverse user base in terms of age.

**Instagram** is a photo and video sharing app. Its audience tends to be younger, and it's known for its heavy emphasis on visuals.



# Define Your Target Audience

It's crucial to understand who your ideal followers are. Your target audience's age, interests, geographical location, and more, will significantly influence your content and engagement strategies.







# Create a Strong Profile

**Facebook:** Use a clear profile picture (preferably a logo for businesses) and a captivating, hi-res cover photo. Fill out all sections of the 'About' page, including your business's story, mission, contact information, etc.

**Instagram:** Use a recognisable profile picture, create a catchy bio, and don't forget to include a link to your website or a landing page.





# Content Strategy

**Facebook:** It supports various content types, so your strategy can be versatile. Posts with images or videos tend to be more engaging. Also, consider live videos, events, or polls to engage with your audience.

**Instagram:** High-quality images are crucial. Using Instagram Stories and Reels can greatly increase visibility and engagement.



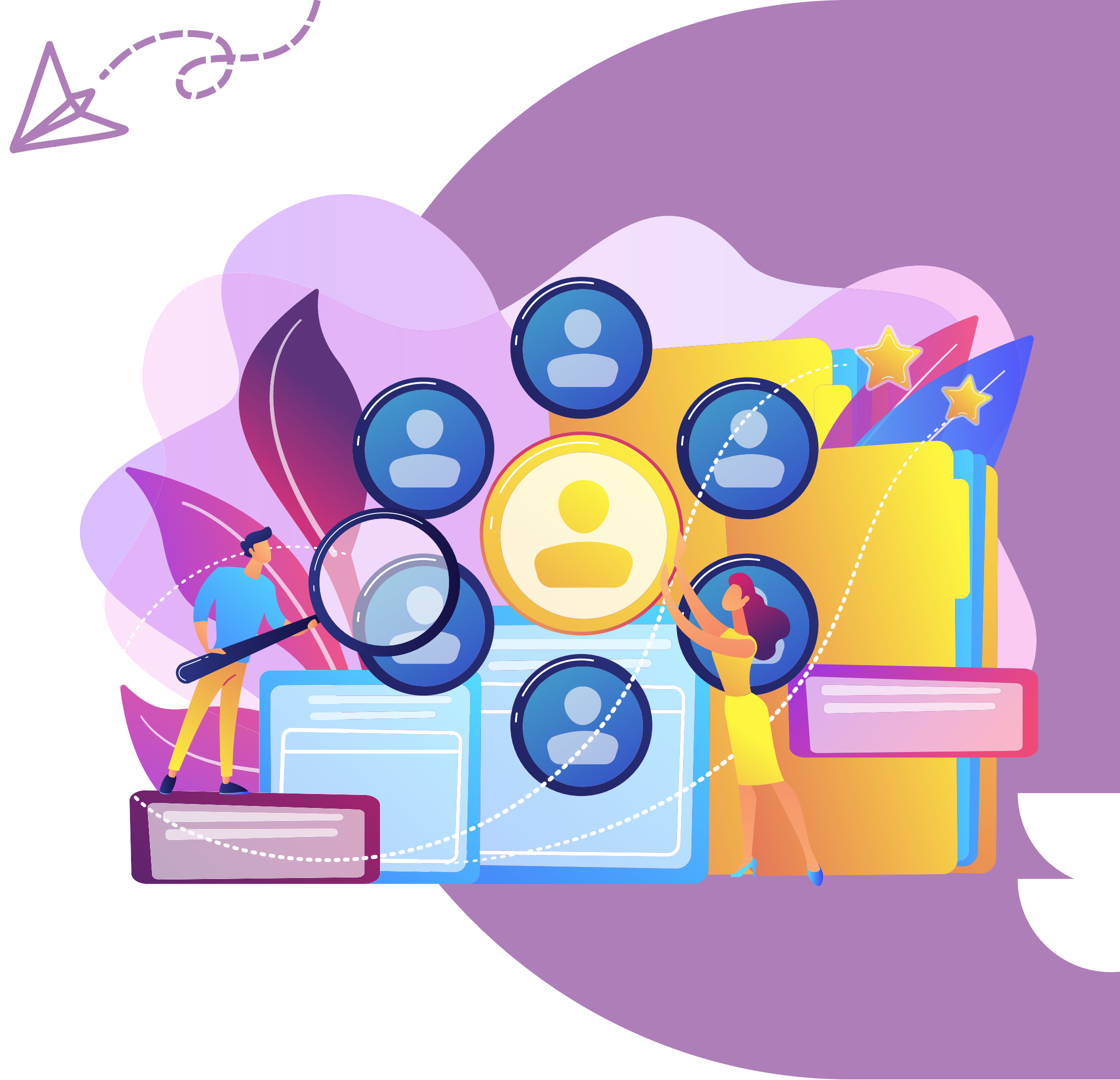
# Engaging with Your Audience

Engaging with comments and messages in a timely manner, showing appreciation by liking and commenting on your followers' content, and consistently interacting with your audience, helps foster connections and attracts a larger following.

# Use of Hashtags and Keywords

**Facebook:** Using keywords in your posts can make them more discoverable.

**Instagram:** Hashtags can make your content discoverable to people who don't follow you. Use relevant and popular hashtags, but don't overdo it.







# Collaborations and Partnerships

Collaborate with other popular users or influencers in your field. Their followers might be interested in your content, too.

# Paid Advertising

Both platforms offer advertising options where you can target specific demographics. This can be an effective way of increasing your follower count quickly.



# Analyse and Optimise

Use Facebook Insights and Instagram Analytics to understand what content works best. These tools can provide information about your followers and how they interact with your posts. Adjust your strategy accordingly.





# Consistency is Key

Regularly posting content keeps your audience engaged and attracts more followers. But remember, quality over quantity.







Remember, increasing followers isn't just about the numbers. It's about building a community of loyal and engaged users who value your content. Always aim for organic, steady growth instead of quick, inauthentic gains.

Happy networking!

